

# SEVEN

## STORYTELLING TIPS

1

### BE INTENTIONAL

Your goal is not to entertain but to tell your story. Know and remember your overarching goal and stay on point.

2

### BE CONCISE

This will dovetail with being intentional. While you want to use descriptive, emotion-evoking language, don't get so carried away that you lose your reader's attention.

3

### STAY ON BRAND

If your donor communications are usually positive and optimistic, keep your story the same. The converse is also true. If you typically go for the tearjerkers, feel free to go for that reaction as well.

4

### WRITE FOR YOUR SEGMENTS

To get the most out of your messaging, tailor your communications in such a way that allows you to speak to your different target audiences in a direct way.

5

### REPURPOSE YOUR STORY

Not all stories will be written for Instagram, but you may be able to turn a long story into a video, video series, or infographic for posting on other media.

6

### REMOVE JARGON

It's easy to use acronyms and abbreviations but keep them to a minimum so you don't lose or confuse your audience.

7

### IMAGES

You don't have to be a graphic artist to incorporate photos or illustrations in an eye-catching way. Infographics are a great way to include an impactful image containing facts, figures and details that when presented alone could be an immediate turn-off.